



Dear Partners in DC Tobacco Prevention and Control,

As ever, we thank you for your continued support of The Link, the DC Tobacco Free Families Campaign and the DC Tobacco Free Coalition. It is because of community commitment such as yours that DC has been able to drive down tobacco prevalence by 20% since 2005!

This month's edition of The Link features the latest in tobacco news, including an exciting local grant award, policy developments with our neighbor Maryland and the FDA, and a spotlight on a recent Quitline caller in our "Quitter's Corner."

Please forward this newsletter to anyone who may be interested in this information. And let us know what you think---we welcome feedback on past and future content!

Thanks again for all that you do to help our DC families live, learn, work and play tobacco-free!

DCTFF Staff

PS: We hope to see you at the next DC Tobacco Free Coalition meeting on April 21st! [Details](#).

DOH Awarded \$4.9M to Continue Tobacco Control and Promote Wellness in the District

On March 19th, the District of Columbia Department of Health (DOH) was awarded a grant of \$4.9 million for tobacco prevention and control programs in the District and a noteworthy opportunity to build upon the successes of the local movement to date. This grant award is part of the U.S. Department of Health and Human Services' Communities Putting Prevention to Work initiative to support public health efforts to reduce obesity, increase physical activity, improve nutrition, and decrease smoking---four critical actions for combating chronic diseases and promoting health.

Under this community-driven award DC will focus on five evidence-based prevention strategies in the continued fight against tobacco:

- 1) Use media to drive intention to quit and prevent initiation
- 2) Limit tobacco access through license and zoning restrictions for tobacco retail

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The DC Tobacco Free Families Campaign is a partnership of the American Lung Association of DC, the DC Cancer Consortium, and

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- 3) Restrict point-of-purchase tobacco advertising
- 4) Support the elimination of tobacco promotion price discounts
- 5) Provide population-level social support for cessation through the DC Tobacco Quitline (1-800-QUIT-NOW)

This DOH award is part of \$372.8 million, funded by the American Recovery and Reinvestment Act of 2009, awarded to 44 communities, including cities, towns, and tribes. All communities are receiving awards to implement policy, systems and environmental change strategies over the next two years as one of several initiatives of HHS Communities Putting Prevention to Work. [Read More.](#)

ALADC To Close Its Doors This Spring

As part of a regional restructuring effort by the ALA National Office, the American Lung Association of the District of Columbia (ALADC) office will close this Spring. This restructuring effort includes the ALA of the Atlantic Coast offices in Maryland, Virginia and North Carolina.

The United Medical Center Foundation, through the new Breathe DC program will now offer free smoking cessation services to DC residents. Breathe DC will provide lung health and wellness services beginning this spring. More information to follow soon.



FDA Launches New Website on Tobacco Products

The Food and Drug Administration recently launched a new website to provide access to several resources on tobacco products. The website includes a variety of resources, including the latest tobacco news, guidance, compliance, and regulatory information, and recent updates from the Tobacco Products Scientific Advisory Committee. To view this website, click [here](#).

Study: Quit Smoking and Reverse Damage to Arteries

March 16, 2010 - Many people might think the damage they have done by smoking is irreversible, but Yahoo! AP reports that a study done at the University of Wisconsin-Madison suggests otherwise when it comes to your arteries.

Smoking is a top cause of heart disease because it makes the arteries stiff so they have to work harder to pump blood throughout the body. Science daily reported on a study looking at 18 and 30 years old who smoked and found that after smoking only one cigarette the stiffness of arteries increased by 25%. In this particular study, 1, 500 individuals who smoked chose one of five smoking cessation methods. There was also a sixth placebo group. Regardless of the method used to quit, 36% did so after a year.

To measure the stiffness of the smokers' arteries, researchers looked at how well the blood vessels in their forearm relaxed and handled blood flow when it was obstructed for a short period of time and then restored. This test was conducted before they started their smoking cessation program and a year after quitting to determine if there was an improvement in artery function.

Those who quit had a 1% increase in artery function, which meant a 14% reduction in the risk of developing heart disease. Researchers will follow these patients for two more years to see if their artery function continues to improve. Levels of HDL, the good cholesterol, also increased.

This is another study that demonstrates a change in lifestyle can reverse the damage that some behaviors do to our bodies. Hopefully, the artery function of these smokers who quit will continue to improve. And now that they have evidence that quitting has improved their

health, maybe they will be motivated to develop a healthier lifestyle overall. Not only will they shed the pounds gained when they quit, but they will also continue to decrease their risk of heart disease.

MD Paving the Way for DC? Considering A Ban on Flavored Cigars to Protect Youth

Recognizing that tobacco companies target and entice teenagers by offering products in exotic candy flavors, the General Assembly of the state of Maryland will vote on a bill that will prohibit the sale of flavored tobacco products this spring. Senate Bill 973, sponsored by Sen. Richard Madaleno, aims to counter the growing number of minors who purchase cigars that have candy-like flavors and enticing names, such as cookie dough, chocolate chip and pink lip gloss. Regular premium cigars, which are traditionally smoked by adults, will be exempt from this bill, if it is passed.

According to one op-ed published in the Baltimore Sun, the bill could result in the prevention of a new generation of lifetime smokers and a large decrease in the number of adult smokers. Statistics show about 90 percent of adult smokers already started by the time they were 18.

This legislation can serve as a model for other jurisdictions, like the District of Columbia, that want to explore similar policy interventions to protect our youth from Big Tobacco.



Quitter's Corner: John Fanning

John Fanning, 47, an employee at the DC Department of Parks and Recreation, had been a "light" menthol cigarette smoker since age 16, but now lives an active, smokefree life with the help of the DC Quitline. After witnessing the complications his family members' suffered from tobacco use, while experiencing physical difficulties of his own, Fanning decided it was time to quit.

"My grandmother and father both smoked several packs of cigarettes a day for many decades and developed serious health problems from it," said Fanning. "I quit once before when I was 20 years old, but started smoking again four years later. I've always been an athlete and I knew that smoking was adversely affecting my performance, but I kept smoking until about 3 months ago when I kept experiencing shortness of breath during physical activities."

Like many smokers who decide to quit, Fanning was also motivated to quit smoking because of social pressure.

"Not too long ago, I re-connected with a co-worker at a social event and was immediately embarrassed by her reaction to the fact that I smelled like cigarettes. When I quit recently,

she was one of the main people I called to give her the good news!"

Since he quit, John has noticed a lot of changes, which keep him motivated to maintain a tobacco free lifestyle.

"My sense of taste and smell have come back, my skin and clothing don't smell like cigarettes anymore, and I now have the stamina and energy to go to the gym regularly and play softball again. Even better is the support I receive from family, friends, and co-workers, who are all relieved that I no longer smoke!"

For DC residents who are thinking about quitting, John offers a few words of encouragement.

"If you are thinking about calling the Quitline, don't think about it-just do it. I can't imagine a better opportunity for you to save the thousands of dollars you will normally spend on more cigarettes or nicotine patches and lozenges if you decide not to call. It's a win-win situation for you and your loved ones."

FDA Announces New Rule to Protect Kids from Tobacco

*National Poll Finds Voters Prefer Tobacco Tax to Other
Tax Increases, Budget Cuts*

The FDA Center for Tobacco Products will publish a new rule that aims to protect kids from tobacco addiction and premature death from tobacco use.

HHS Secretary Kathleen Sebelius, HHS Assistant Secretary for Health Dr. Howard K. Koh, and U.S. Food and Drug Administration Commissioner Dr. Margaret Hamburg held a press briefing to announce the rule, which becomes effective June 22, 2010.

The new rule prohibits the sale, distribution, and marketing of cigarettes and smokeless tobacco to youth, including:

Sale and Distribution Regulations

- Prohibits the sale of cigarettes or smokeless tobacco to people younger than 18.
- Prohibits the sale of cigarette packages with fewer than 20 cigarettes.
- Prohibits the sale of cigarettes and smokeless tobacco in vending machines, self-service displays, or other impersonal modes of sales, except in very limited situations.
- Restricts free samples of cigarettes or smokeless tobacco products.

Marketing Regulations

- Prohibits tobacco brand name sponsorship of any athletic, musical, or other social or cultural event, or any team or entry in those events.
- Prohibits gifts or other items in exchange for buying cigarettes or smokeless tobacco products.
- Requires that audio ads use only words with no music or sound effects.
- Prohibits the sale or distribution of items, such as hats and tee shirts, with tobacco brands or logos.

For more information, visit: <http://www.fda.gov/protectingkidsfromtobacco>

Upcoming Events

DCTF Coalition Meeting

Wednesday, April 21, 2010

9:30 AM - 11:30 AM

D.C. Department of Health
825 North Capitol Street, NE
Conference Room 2125
Washington, DC 20002

American Lung Association of DC

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